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TRUTH OF SINCERITY AND AUTHENTICITY OR LIE OF RECONSTRUCTION. WHICH DO THE VISITORS OF CULTURAL HERITAGE TRUST?

PRAWDA SZCZEROŚCI I AUTENTYCZNOŚCI CZY KŁAMSTWO REKONSTRUKCJI. KTÓREMU Z NICH UFAJĄ ZWIEDZAJĄCY MIEJSCA DZIEDZICTWA KULTUROWEGO?

Abstract

Presence of users as the main actors of each adaptive reuse of a given cultural heritage site heavily depends on the quality of their sensual experience there. This, in turn, seems to stem from how much they trust the integrity and provenance of the heritage attributes and activities pending within such historical sites. This paper aims to define the sincerity and authenticity as influential indicators of the users' trust in adaptive reuse of cultural heritage sites. To reach the goal, the author hereof has analysed all the industrial heritage sites in Iran which have been adaptively reused (case studies) and has surveyed 125 visitors. The findings confirm that sincerity and authenticity can largely influence the visitors' trust and sensitise their experience.

Keywords: industrial heritage, adaptive reuse practice, visitors' trust, sincere architecture, authentic architecture

Streszczenie

Obecność użytkowników, jako głównych aktorów każdego zaadaptowanego miejsca dziedzictwa kulturowego, zależy w dużej mierze od jakości ich wrażeń zmysłowych. To z kolei wydaje się wynikać z tego, jak bardzo ufają oni uczciwości i pochodzeniu cech dziedzictwa oraz działaniom w tak historycznych miejscach. Artykuł ma na celu zdefiniowanie szczerości i autentyczności, jako wpływowych wskaźników zaufania użytkowników zaadaptowanych miejsc dziedzictwa kulturowego. Aby osiągnąć zamierzony cel, autor niniejszej pracy przeanalizował wszystkie obiekty dziedzictwa przemysłowego w Iranie, które zostały zaadaptowane (studia przypadków) oraz przeprowadził badanie ankietowe wśród 125 zwiedzających. Wyniki potwierdzają, że szczerość i autentyczność miejsca mogą znacząco wpłynąć na zaufanie zwiedzających oraz jakość ich wrażeń.

Słowa kluczowe: dziedzictwo przemysłowe, adaptacja w architekturze, zaufanie zwiedzających, szczerza architektura, autentyczna architektura

1. INTRODUCTION¹

Numerous studies carried out in various disciplines have demonstrated that trust is a major critical factor in the shaping the users' behavior. Accordingly, literature highlights the significance of trust as one of the prerequisites to attract users to a given area.² Therefore, trust in turn, influences the tourism industry,³ and historical attractions,⁴ destination management,⁵ festival participation,⁶ and various side aspects of tourism⁷.

Despite all that, the role that trust plays in attracting users to cultural heritage sites and in evoking their sensual experience, has failed to be properly recognised.⁸ The issue of visiting historical sites is of dual nature. On the one hand, the emphasis of tourism falls on integrity, sincerity and authenticity, and on the other hand, we can observe efforts made to reconstruct the heritage sites to attract users⁹ through comprehensive tourism and travel-related services including shops, hotels, restaurant, museums, etc. Thus, the study the actual factors attracting the users to those sites seems important as neither the site authenticity nor comprehensive tourism services¹⁰ should be ignored.

Although tourists travel mainly to visit, understand, and experience the cultural assets rather than to have dinner in a fancy hotel restaurant, destinations cannot rely solely on their heritage assets to assure constant and high influx of tourists. Indeed, the historical attractiveness and uniqueness of a given cultural heritage site is the most influential factor in attracting the first visitors, but should these sites be visited solely for the trustworthiness of the cultural heritage¹¹ itself, with no first-hand tourist information,¹² surely the visitors

¹ This article constitutes the studies of the author carried out at the Faculty of Architecture at Poznan University of Technology within the framework of the research project entitled "Mapping of architectural space, history, theory, practice, and modernity."

² R.V. Casielles, L.S. Álvarez, A.M.D. Martín, *Trust as a key factor in successful relationships between consumers and retail service providers*, The Service Industries Journal, 2005, vol. 25, no. 1, pp. 83–101.

³ G. Lovell, *Can I trust you? An exploration of the role of trust in hospitality service settings*, Tourism and Hospitality Planning & Development, 2009, vol. 6, no. 2, pp. 145–157.

⁴ R. Curran et al., *The traditional marketplace: Serious leisure and recommending authentic travel*, The Service Industries Journal, 2018, vol. 38, no. 15–16, pp. 1116–1132.

⁵ E. Marinao Artigas et al., *Determinants of trust towards tourist destinations*, Journal of Destination Marketing & Management, 2017, vol. 6, no. 4, pp. 327–334.

⁶ M. Gannon, B. Taheri, H. Olya, *Festival quality, self-connection, and bragging*, Annals of Tourism Research, 2019, vol. 76, pp. 239–252.

⁷ S. Ponnareddy et al., *The influence of trust perceptions on German tourists' intention to book a sustainable hotel*, Journal of Sustainable Tourism, 2017, vol. 25, no. 7, pp. 970–988. M.V. Deepa, K. Jayaraman, *Scale measurements for airline service quality to secure passenger confidence in air travel*, The Quality Management Journal; Milwaukee, 2017, vol. 24, no. 3, pp. 31–50.

⁸ S. Navrud, R.C. Ready, *Valuing cultural heritage: Applying environmental valuation techniques to historic buildings, monuments and artefacts*, Edward Elgar, Cheltenham 2002.

⁹ N. MacKenzie, M.J. Gannon, *Exploring the antecedents of sustainable tourism development*, International Journal of Contemporary Hospitality Management, 2019, vol. 31, no. 6, pp. 2411–2427.

¹⁰ S. Lochrie, *Engaging and marketing to stakeholders in world heritage site management: A UK multiple case study perspective*, Journal of Marketing Management, 2016, vol. 32, no. 15–16, pp. 1392–1418.

¹¹ R. Tellström, I.-B. Gustafsson, L. Mossberg, *Consuming heritage: The use of local food culture in branding*, Place Branding, 2006, vol. 2, no. 2, pp. 130–143.

¹² M. Gannon, B. Taheri, H. Olya, *Festival quality, self-connection, and bragging*, Annals of Tourism Research, 2019, vol. 76, pp. 239–252.

experience would be the waste of time and money. Arguing that individuals are more likely to truly experience the genius loci in authentic places, rather than those regenerated ones,¹³ recent research studies have largely overlooked the aforementioned disappointing tourist experience. The cultural heritage sector tends to separate the protection of the sincerity and authenticity of the place (be it even for local inhabitants¹⁴) and the reconstruction, which seem to be two main strategies for space quality management. This issue of protection or reconstruction seems even more controversial in case of industrial heritage sites, where authenticity and sincerity, heritage, and beauty (basic factors of the genius loci) undergo fundamental changes.

2. TRUTH-RELATED CHALLENGES MAKE UP THE CULTURAL HERITAGE

Thinking of significant tangible, intangible, natural or man-made assets,¹⁵ heritage sites mainly attract the visitors due to their unique attributes. Cultural heritage sites can serve two purposes: places to preserve cultural assets and to generate profits through a wide range of tourism and travel-related products, facilities or services located within those sites. Introduced as an important branch of cultural heritage, industrial heritage has been the subject matter of heated debates amongst heritage studies experts. Such industrial heritage sites include examples of the surviving industrial culture of historical, technological, architectural and scientific value.¹⁶ Because these sites have so many values accounting for various perspectives, they definitely deserve thorough studies and appropriate preservation efforts.^{19,17} Despite the fact that these buildings and structures are the witnesses of the history of architectural and technological development and a symbol of social-cultural values of their times,¹⁸ they are now under the threat of immediate destruction as their cultural assets tend to be overlooked.

While these cultural assets are primarily preserved owing to conservation efforts, their profitability is ensured through the increasing number of visitors. This has encouraged the managers operating in the cultural property sector to adapt the site offering respectively to meet the visitors' expectations. This is where all the challenges stem from. The aforementioned adaptive measures may cause irreparable damage to the authenticity of the site and largely undermine the users' trust in the genius loci.

¹³ A.T. Lechner, M. Paul, *Is this smile for real? The role of affect and thinking style in customer perceptions of frontline employee emotion authenticity*, Journal of Business Research, 2019, vol. 94, pp. 195–208.

¹⁴ S. Prince, *Working towards sincere encounters in volunteer tourism: An ethnographic examination of key management issues at a Nordic eco-village*, Journal of Sustainable Tourism, 2017, vol. 25, no. 11, pp. 1617–1632.

¹⁵ B. Taheri, M. Gannon, M. Kesgin, *Visitors' perceived trust in sincere, authentic, and memorable heritage experiences*, The Service Industries Journal, 2020, vol. 40, no. 9–10, pp. 705–725.

¹⁶ *The Nizhny Tagil Charter For The Industrial Heritage*, The International Committee for the Conservation of the Industrial Heritage (TICCIH), Moscow 2003. Yang, H., *A Study on Preservation, Restoration and Reuse of the Industrial Heritage in Taiwan: The Case of Taichung Creative Cultural Park*. 15th International Congress of the International Committee for the Conservation of the Industrial Heritage, Taipei, 2012.

¹⁷ 17th General Assembly of ICOMOS, ICOMOS Press, France 2011.

¹⁸ M. Falser, *Industrial heritage analysis*, UNESCO World Heritage Center, 2001.

This consumer distrust can be a serious marketing concern,¹⁹ where trying to find a balance between the provision of convenient and joyful tourist experience through a comprehensive offer of facilities and services and the provision of the unique sensation based on the experience of the authenticity and sincerity of a given place may lead to serious consequences.²⁰ Therefore, to assure comprehensive and trust promoting management of these sites, it is crucial to identify whether the trust put in a given place results from its authenticity and sincerity or the facilities and services which have been provided through reconstruction. Such identification of the source of trust put by the visitors in cultural heritage sites is not intended to undermine the value of the cultural aspect of heritage, but it is aimed to show to what degree the genuineness and integrity of heritage sites can gain the users' trust.

3. WHAT IS THE ESSENCE OF TRUST?

The definition of trust derives from multiple dimensions that together become an indicative measure of trustworthiness²¹ of an experience, a place, etc. applied across various academic disciplines. Due to the ambiguity of the definitions of trust and trustworthiness,²² it is best to conceive their meaning in the form of multi-level concepts²³ (Table 1). There are various models for explaining trust:

- the calculus- or deterrence- based,
- knowledge-based,
- identification-based models.

Table 1. Definitions of trust in various disciplines²⁴

Year	Discipline	Definition of trust
1967 ²⁵	Social psychology	Expectancy of an individual or group that the word or promise of someone is reliable
1992 ²⁶	Marketing	Intention to rely on a partner

¹⁹ G. Enli, L.T. Rosenberg, *Trust in the age of social media: Populist politicians seem more authentic*, Social Media + Society, 2018, vol. 4, no. 1, pp. 1–11.

²⁰ B. Taheri et al., *Measuring host sincerity: Scale development and validation*, International Journal of Contemporary Hospitality Management, 2018, vol. 30, no. 8, pp. 2752–2772.

²¹ J.A. Colquitt, B.A. Scott, J.A. LePine, *Trust, trustworthiness, and trust propensity: A metaanalytic test of their unique relationships with risk taking and job performance*, Journal of Applied Psychology, 2007, vol. 92, no. 4, pp. 909–927.

²² G. Dietz, D.N. Den Hartog, *Measuring trust inside organizations*, Personnel Review, 2006, vol. 35, no. 5, pp. 557–588.

²³ A.M. Evans, J.I. Krueger, *The psychology (and economics) of trust*, Social and Personality Psychology Compass, 2009, vol. 3, no. 6, pp. 1003–1017.

²⁴ R.C. Mayer, J.H. Davis, F.D. Schoorman, *An integrative model of organizational trust*, Academy of Management Review, 1995, vol. 20, no. 3, pp. 709–734.

²⁵ J.B. Rotter, *A new scale for the measurement of interpersonal trust*, Journal of Personality, 1967, vol. 35, no. 4, pp. 651–665.

²⁶ C. Moorman, G. Zaltman, R. Deshpande, *Relationships between providers and users of market research: The dynamics of trust within and between organizations*, Journal of Marketing Research, 1992, vol. 29, no. 3, pp. 314–328.

Year	Discipline	Definition of trust
1993 ²⁷	Economy	Mutual confidence that no party will exploit the other's vulnerability
1995 ²⁸	Management	Willingness of a party to be vulnerable to the actions of another party based on the expectation, irrespective of the ability to monitor or control that other party
2001 ²⁸	Political science	Subject's belief that, at worst, others will not knowingly or willingly do him harm, and at best, that they will act in his interests
2007 ²⁹	Sociology	Process of constant imaginative anticipation of the reliability of the other party's actions based on: 1. the reputation of the partner and the actor 2. the evaluation of current circumstances of action 3. assumptions about the partner's actions 4. the belief in the honesty and morality of the other side
2012 ³⁰	Organisational Science	A subject who trusts an organisation makes themselves vulnerable to the actions of others who are guided by the organisation, based on what the actor knows about the regularities of organizational behaviour and about the behavioural incentives and norms as set by the organization
2012 ³¹	Public health	Optimistic acceptance of a vulnerable situation which is based on positive expectations of the intentions of the trusted individual or institution
2012 ³²	Computer science	Positive expectation on future outcomes that results from proven contextualised personal interaction-histories that can be leveraged by formal and informal rules and conventions within a Social Cloud to facilitate as well as influence the scope of collaborative exchange

Researchers argue that familiarity is required to develop knowledge-based trust while trustors unfamiliar with trustees will rely on deterrence-based trust. Over time, the deterrence-based trust turns into a relational trust through repeated interaction³³ which can encourage affection between two parties, stimulating identification-based trust in the process. According to Table 1, apart from normal factors influencing users' trust such as competence, benevolence, it heavily depends on whether an organisation (or in this study a tourist destination) is capable of offering a reliable content or not.

Consequently, a certain degree of consistency in scholarly emphasis on expectancy, confidence, and reliability³⁴ can be found in multidisciplinary definitions of trust. As this research

²⁷ C.F. Sabel, *Studied trust: Building new forms of cooperation in a volatile economy*, Human Relations, 1993, vol. 46, no. 9, pp. 1133–1170.

²⁸ K. Newton, *Trust, social capital, civil society, and democracy*, International Political Science Review, 2001, vol. 22, no. 2, pp. 201–214.

²⁹ D. Khodyakov, *Trust as a process: A three-dimensional approach*, Sociology, 2007, vol. 41, no. 1, pp. 115–132.

³⁰ F. Kroeger, *Trusting organizations: The institutionalization of trust in interorganizational relationships*, Organization, 2012, vol. 19, no. 6, pp. 743–763.

³¹ W. Gidman, P. Ward, L. McGregor, *Understanding public trust in services provided by community pharmacists relative to those provided by general practitioners: A qualitative study*, BMJ Open, 2012, vol. 2, no. 3, e000939.

³² S. Caton et al., *Foundations of trust: Contextualising trust in social clouds*, Second International Conference on Cloud and Green Computing, Xiangtan, China, 1–3 November 2012.

³³ D.M. Rousseau et al., *Not so different after all: A cross-discipline view of trust*, Academy of Management Review, 1998, vol. 23, no. 3, pp. 393–404.

³⁴ D. Sirdeshmukh, J. Singh, B. Sabol, *Consumer trust, value, and loyalty in relational exchanges*, Journal of Marketing, 2002, vol. 66, no. 1, pp. 15–37.

analyses the users' trust in the cultural heritage context, the definition used herein would include belief or faith in cultural heritage sites, its staff, and services³⁵. Shaped by their first experience mindset, the users' expectations might be under the influence of services that the site is offering. Thus, in respect of the users who have not visited the site before, their trust may be shaped by personal beliefs, the media, or the word-of-mouth.

Nonetheless, the users' trust might be also stimulated in other ways with the factors under the control of the cultural heritage (e.g. communication, familiarity, and visibility). As Bowden in his research demonstrates, returning visitors show affective loyalty and commitment to the sites that have earned their trust.³⁶ Yet, heritage sites mainly rely on new users, as the majority of the visitors come only once, particularly if they are tourists or do not live locally. Hence, it is without doubt important to identify the type of visitors (first-time or returning visitors or locals) coming to a given cultural heritage site and then to analyse the aspects on which the users' trust is founded.

4. AUTHENTIC OR RECONSTRUCTED CULTURAL HERITAGE

A heated debate in heritage studies and its marketing concerns its antecedents viewed in terms of nostalgia and its consequences viewed in terms of trust or loyalty.³⁷ Attributes contributing to the sincerity or authenticity of cultural heritage sites dominate the discourse on how trustworthy offer ranges the sites may provide. Interactions with the place or locals are a significant aspect of the cultural heritage characteristics, which normally result in the users' trust. However, this trust can be achieved only if those interactions are accompanied with sincerity and authenticity, which can, furthermore, accurately represent what life used to be like.³⁸ These host's features can be seen through two complementary dimensions:

- sincerity in interactions,
- sincerity in emotional responses.

Sincerity in interactions can be found in different ways, for instance; when the locals are willing to give the users some insights into their culture, not solely for a financial reward (locals) or when the visitors try to get further information about the site (place) from the staff or guide or take pictures of what they perceive as magnificent or beautiful. Moreover, sincere emotional response, either to the integrity of interactions with the locals or to the authenticity of the site itself, can lay the foundations for the visitors' trust. Therefore, the users' perception of sincerity of a given cultural heritage site is driven with the conduct of the locals or the attributes of the place. It has also been proven that the behaviour of the Locals in the sites is place-specific and this simply means that the sincerity and integration of the cultural heritage indirectly shape the social interaction therein.

³⁵ P. Flanagan, R. Johnston, D. Talbot, *Customer confidence: The development of a "preexperience" concept*, International Journal of Service Industry Management, 2005, vol. 16, no. 4, pp. 373–384.

³⁶ J.L.H. Bowden, *The process of customer engagement: A conceptual framework*, Journal of Marketing Theory and Practice, 2009, vol. 17, no. 1, pp. 63–74.

³⁷ A. Merchant, G.M. Rose, *Effects of advertising-evoked vicarious nostalgia on brand heritage*, Journal of Business Research, 2013, vol. 66, no. 12, pp. 2619–2625.

³⁸ L. Wang et al., *Consumer trust in tourism and hospitality: A review of the literature*, Journal of Hospitality and Tourism Management, 2014, vol. 21, pp. 1–9.

Authenticity, on the other hand, is often perceived with two dimensions being the existential and object-based authenticity. Object-based authenticity is associated with the way people see themselves in relation to objects and with the users' perception of cultural heritage assets.³⁹ If the object is considered appropriately native, the users may trust its provenance and this can potentially positively contribute to the overall perception of the site as authentic, while the reconstructed object probably deprives the users of such authenticity perception.⁴⁰ Although reconstruction in general tends to add value to the cultural heritage sites in order to make them financially profitable or attractive to visitors, yet it can seriously jeopardize the integrity and authenticity of such sites. In other words, before extending the offering of cultural heritage sites by adding services and facilities in a reconstruction process, we should first thoroughly study the pros and cons of its results because such reconstruction may easily hide various layers of heritage assets (truth) by covering them with additional structures (lie) to adapt the sites to the needs of the new services. Therefore, any values/services/facilities added in the process of reconstruction are analysed in this study as the representative values of the intended research variable; namely reconstruction.

5. RESEARCH METHOD AND CASE STUDY

The data collected for the purpose of the studies described herein originates from the "in-situ observation" and questionnaire-based interviews. Of all the industrial heritage sites and buildings in Iran, those that have been adaptively reused have been selected for the studies as the statistically representative examples enabling the assessment of the impact of reconstruction and authenticity or sincerity on the users' trust. The questionnaire was filled by 125 visitors of 25 reused industrial heritage sites in Iran. The abovementioned questionnaires consisted of trust-related, authenticity-related and reconstruction-related questions (this part concerning the added services), each scoring between 0 and 100 points based on the average results of the each section of questions. Analysing the correlation between the users' trust and authenticity and also between the users' trust and reconstruction based on the results of the questionnaires; the author hereof has attempted to find out what the impact of authenticity and reconstruction on the users' trust was.

Almost all the industrial heritage sites and buildings in Iran, the subject matter of the studies hereof, date back to the Qajar and Pahlavi eras, when the industrial culture prevailed. The selected sites and buildings testify to an intensive industrialisation process, which started during the Qajar dynasty (1795–1925) stemming from the urgent need for progress in the military technology. The process involved the establishment of modern schools in Iran, which lay the foundations for the dynamic industrialisation,⁴¹ development of the transport infrastructure, establishment of more than 270 factories, government buildings, and national railroad network – just to name the most important progress driving factors. As a result, new

³⁹ C.J. Steiner, Y. Reisinger, *Understanding existential authenticity*, Annals of Tourism Research, 2006, vol. 33, no. 2, pp. 299–318.

⁴⁰ T. Kolar, V. Zabkar, *A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing?*, Tourism Management, 2010, vol. 31, no. 5, pp. 652–664.

⁴¹ M. Mahdavinejad, M. Didehban, H. Bazazzadej, *Contemporary Architectural Heritage and Industrial Identity in Historic Districts*, case study: Dezful, Journal of Studies on Iranian-Islamic City, 2016, vol. 6, no. 22, pp. 41–50.

civil society was formed and human lifestyle changed significantly owing to the erection of the industrial facilities and buildings.⁴² According to a reliable survey, recently conducted in Iran by *TICCIH*, more than 350 of such industrial heritage sites have been identified and more than 250 sites and buildings have been thoroughly investigated in various researches⁴³.

6. RESULTS AND DISCUSSION

First, we need to acknowledge the fact that that roughly 10% of the investigated industrial heritage sites in Iran have been adaptively reused (percentage based on the observations) and for that reason they may not be adequate to be viewed as representative data, yet somehow, they are the only examples of industrial heritage sites adaptively reused in Iran and all of them have been analysed in this study. This paper also focuses on the role of services added in the process of reconstruction and on the issue of the authenticity or sincerity as factors shaping the users' trust, viewed in the hypothesis posed herein as the influential factors. To define these factors, we have developed and carried out a questionnaire-based interview based on the criteria described in the previous sections. The table below presents the summary of results.

Table 2. Summary of questionnaire results

Variable	Sub-category	Criteria	ST.DEV	Mean	Overall Mean
Authenticity and Sincerity	Authenticity	Object-based	20.72	69.75	58.13
		Existential	14.73	49.53	
	Sincerity	Interaction	13.80	58.38	
		Emotional Response	15.41	54.86	
Reconstruction			15.52	31.18	31.18
Trust			17.17	69.85	69.85

The results of the questionnaires (Table 2) confirm that the average rates of truth perceived by the users through authenticity and sincerity (58.13%) far more exceeds the truth rate in case of the services added in the reconstruction process (31.18%). It means that all adaptive reuse practices of industrial heritage sites are reflected appropriately in terms of authenticity and sincerity. Looking at the sub-categories, we can observe that authenticity scores slightly higher on average than sincerity. On the other hand, in terms of the average score, trust shows the highest rate out of all the studied variables. Although the data shows that authenticity and sincerity score better than the services added in the reconstruction process, yet they do not answer the research question. The author has intended to identify the semantic relationship between the users' trust and either authenticity/sincerity or the values added in the process of reconstruction. Therefore, in the next stage of data analysis the author tried to find the interrelationships between the variables. Subsequently, correlations between the users' trust and each of the variables have been calculated separately (Fig. 1 and Fig. 2).

⁴² H. Bazazzadeh, H. Ghomeshi, *The White Bridge of Ahwaz*, *TICCIH Bulletin*, 2018, no. 81, pp. 18–19.

⁴³ H. Bazazzadeh, A. Nadolny, K. Attarian, B. Safar ali najar, S. Hashemi safaei, *Promoting Sustainable Development of Cultural Assets by Improving Users' Perception through Space Configuration; Case Study: The Industrial Heritage Site*, *Sustainability* 2020, Vol. 12, no. 12

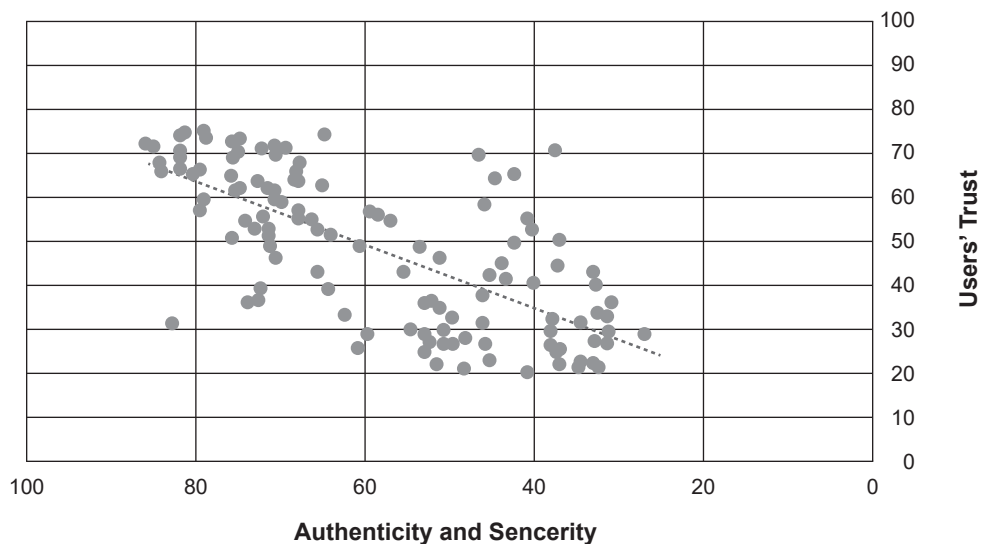


Fig. 1. Users' trust and authenticity/sincerity

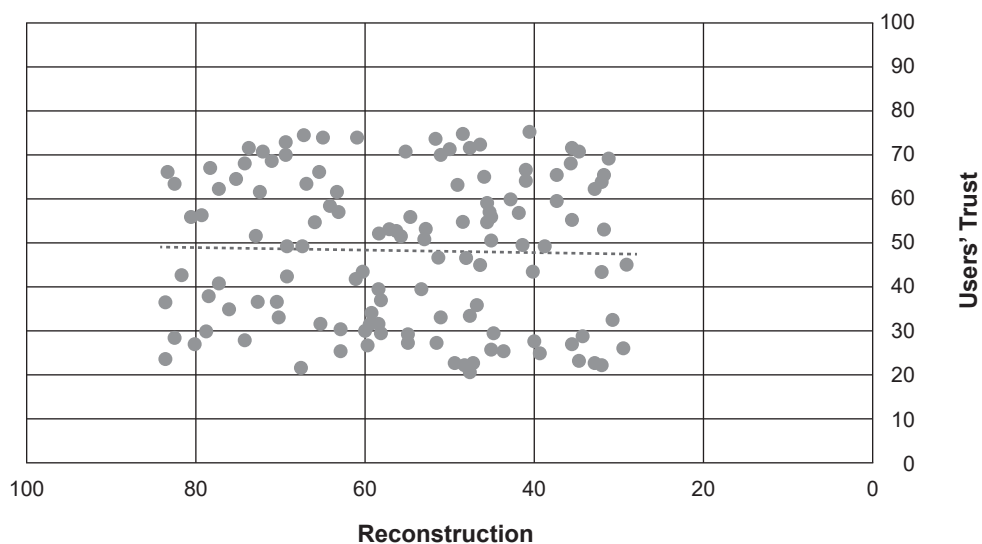


Fig. 2. Users' trust and services added through reconstruction

Although the result of the first correlation that the authenticity/sincerity renders better trust rate than elements added in the reconstruction process is not very surprising, the analysis of the second correlation seems to lead us to more fascinating findings. Calculating the Pearson correlation coefficient, we have been able to confirm that there is a clearly positive relationship between authenticity/sincerity and users' trust. On the other hand, it is even more surprising to find that there is no semantic relationship between the two variables: the users' trust and the services added in the process of reconstruction.

Table 3. Correlation matrix of the analysed variables

	(1)	(2)	(3)
(1) Authenticity/Sincerity	1		
(2) Reconstruction	0.026	1	
(3) Users' Trust	0.703	0.017	1

7. CONCLUSION

With the rising public awareness on the important value of urban cultural assets, proper management of these heritage sites has become a frequently discussed issue. On the other hand, by considering the influx of visitors to such protected sites as the determining factor that can guarantee their useful life, it seems fully grounded to analyse the aspects that attract the human traffic to them. According to the field specific literary references, if a site is trustworthy, it will be a top destination attracting not only the first-time visitors but also the locals who have already visited the site. In other words, if the site users, in general (including tourists, locals, etc.), trust a given cultural heritage site is worth seeing, their trust will translate into the popularity of the site. Thus, trust of the users can be viewed as an influential factor attracting the human traffic, hence more visitors, to the cultural heritage sites. Trust, moreover, translates into a better sight-seeing experience. Therefore, the two aspects: authenticity/sincerity and services/facilities added in the reconstruction process, believed to be significant in shaping the users' trust are studied herein to find out if any clear semantic relationships between the users' trust and the two aspects can be identified.

Thus, by observing the users of industrial heritage sites in Iran that have been adaptively reused, we have sought to find out the source of the users' trust put in these sites. Our findings indicate that there is a strong positive correlation between the authenticity/sincerity of a given cultural heritage and the users' trust. This means that in order to attract more visitors and provide them with a better sight-seeing experience, authenticity and sincerity of the site must be always accounted for and any damage to the integrity of the cultural heritage must be deemed non-acceptable as it poses the risk that the site users' might lose trust in the site. On the other hand, while adding facilities/services to cultural heritage sites seems inevitable, if such modifications pose the risk of losing the authenticity or sincerity (truth) of the cultural legacy, then no added services will be able to pay off the damage caused.

To sum up, understanding the importance of tourist facilities in cultural heritage sites intended to improve their sight-seeing experience, we need to recognise the fact that these facilities are not the sole reason why the visitors come to these sites. The authenticity/sincerity of the sites (truth) is a factor prevailing over the additional facilities/services, which additionally pose a risk of damaging the integrity of the sites (lie). Managers in the cultural property sector should pay attention to the above stated and account for these findings when developing any cultural heritage sites.

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